

Chapter 10 Section 2 Quiz

1. Which of the following adjectives do companies purposely miss use, when describing a product as a marketing scheme?
A. Extreme B. New C. User-friendly
2. Studies involving consumers that will help find a solution to a marketing problem is called:
A. Diagnostic
B. Marketing Experiment
C. Marketing Research
3. The following are the steps for a process: define marketing problem, study the situation, develop data collection procedure, gather and analyze information, propose a solution. What is the name of this process?
A. Marketing Research
B. Marketing Experiment
C. Problem Solving process
4. Using preexisting data to develop a solution a solution is:
A. Secondary Research
B. Primary Research
5. Which type of research study is the most common?
A. Surveys

Name _____

B. Observations

C. Testing

6. Which of the following is not a form of research study?

A. Surveys

B. Focus Groups

C. Observations

D. Testing

E. Experiments

7. Everything a business offers to satisfies the costumer's needs is:

A. Effort

B. Market

C. Product

8. Which one of the following is part of a product?

A. Customer Service

B. Packaging

C. Resources

9. A way to build customer confidence is...

A. A compliment

B. A feedback form

C. A guarantee

10. Developing a large amount of ideas and then choosing the best is called...

A. Brainstorming

B. Polling

Name _____

C. Idea screening